

PORTFOLIO · 1992 → 2026



Asif Husain Mahadik

Regional Manager · XpandRetail — Al Hadas Trading Est.

Retail. Systems. Built across the Gulf.

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02 · A NOTE FROM THE DESK

Three decades of *quietly* running the systems retail leans on.

I help retailers **set up, run and modernise**. For more than **thirty years** I have stood up infrastructure, implemented retail management systems and stitched together operations across seven countries in the Middle East — from a single AS/400 deployment to chains spanning hundreds of outlets.

My current focus is **digital transformation**: e-commerce enablement, analytics, and the practical, unglamorous process work that lets a business actually move. Honest, loyal, analytical — and still a dynamic team player.

30+ YEARS IN INDUSTRY	7 GCC + MENA MARKETS	40+ RETAIL BRANDS SERVED	8 ROLES SINCE 1992
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03 · A PRACTICE IN FIVE PARTS

01 / SETUP	02 / OPERATE	03 / TRANSFORM	04 / MOVE	05 / MAP
Business setup & development	Operations & partnerships	Digital transformation & analytics	Supply chain support	Process flow & gap analysis
Entity, premises, partnerships, day-one operations.	Multi-country retail ops, vendor & franchise partnerships.	E-commerce stand-up, analytics, automation, weekly KPI movement.	Warehouse systems, stock control, security, cyclic counts.	Documenting how work actually runs, closing the gaps.

04 · STRENGTHS

01 Analytical, creative & resourceful.

02 Honest and loyal to the business.

03 Good communication & co-ordination.

04 Dynamic team player.

05 · THE RÉSUMÉ, IN LONG FORM

Selected work · 08 positions · 1992 → present

2014 → Now

11+ yrs

XpandRetail — Al Hadas Trading Est.

Regional Manager · UAE & KSA

Built the business from inception. Manage operations across the GCC and support retailers with e-commerce and digital transformation. Distribution and retail-tech consulting.

2006 → 2013

7 yrs

Majid Al Futtaim Fashion

RMS & Infrastructure Manager · MENA

Designed, implemented and supported RMS and IT/comms infrastructure across the Middle East — data centres, LAN/WAN, POS systems, IP-based store monitoring, stock counts, retail security.

2002 → 2006

4 yrs

Retail Pro — Retail Professionals

Retail Consultant · Consultancy & PM

Project management for POS, inventory and footfall analysis. Business study, requirements, custom dev coordination, rollout, ERP integration, training, post-implementation support.

2001 → 2002

1 yr

Al Mana Fashion Group

IT Manager · Qatar

Developed and managed IT for one of Qatar's leading fashion retail groups. New brand acquisitions and store openings across four countries. Warehousing, stock control, security, training.

1998 → 2001

3 yrs

M.H. Alshaya Co.

Project & Retail Support Manager · Kuwait & KSA

LAN/WAN design, Novell & Windows NT servers, X.25 and leased-line WANs, Internet proxies and mail. Online POS support in 7 countries; warehousing, stock control and security across markets.

1996 → 1998

2 yrs

Al Bisher & Al Kazemi Co.

EDP Support & Consulting Engineer · Mercedes-Benz, Kuwait

PC, AS/400 and network engineering: X.25 / SDLC / Ethernet, IBM Client Access, internet proxies, mail and procurement consultancy on microprocessor-based equipment.

1993 → 1996

3 yrs

Fitco Technical Services

Service Engineer · Kuwait

Workshop and customer support: PC, POS and network hardware assembly & upgrade. DOS / Windows / Novell / OS/2 / OS/400. Maintenance contracts; showroom sales & customer support.

1992 → 1993

1 yr

Total Telecom

Service Engineer · Kuwait

First role out of college — PC assembly, troubleshooting, maintenance & servicing of PCs, printers, fax machines. EPABX cabling, installation and programming.

06 · BRANDS · 40+ PROGRAMMES BUILT FOR

Mach9 Pilot Shop · Debenhams · BHS · Mothercare · Juicy Couture · MEXX · Jane Norman · Lucky Brand Jeans · Liz Claiborne · Fat Face · Hoss · Next · River Island · MAC · Motivi · Etam · Milano · Birthdays · Monet & Co. · Miss Sixty · Jennyfer · Diesel · Puma · Keikos · Sergeant Major · OshKosh · Starbucks · Häagen-Dazs · Villa Moda · Sun & Sand Sports · Avenues · Safeway Supermarkets · City Centre Supermarkets · Cash Club · Alphamed Pharmacies.

07 · EDUCATION & TRAINING

1992

Diploma — Electronics & Telecommunication Engineering

Gomatesh College of Engineering · Bangalore Technical Board · 2nd Class

1992

Diploma — Computer Hardware & Maintenance

Institute of High Technology, Bombay · "A" Grade

1985

Secondary School Certificate

S.S.P. Military School · Maharashtra Board · 1st Class

CPD

Ongoing training

Project Management · RMS design & implementation · Transistorised Receiver Servicing (Bombay Tech. Board)